ABSTRACT

A system for managing promotions over a network includes a promotion server system having a computer processor and associated datastore, the datastore containing data representative of terms and statistics of one or more item promotions, and a commercial server system including a computer processor, the commercial server system being selectively coupleable to the promotion server system over the network. The promotion server system includes promotion code for transferring, to the commercial server system, the data representative of the terms and statistics of the promotions.